

**STATEWIDE VEHICLE THEFT ADVISORY COMMITTEE
SUBCOMMITTEE MEETING MINUTES
PUBLIC AFFAIRS/MEDIA RELATIONS
October 30, 2007**

ATTENDEES:

Sergeant Troy Rivers California Highway Patrol (CHP) – Acting Chairperson; Chief Art deWerk, Ceres Police Department (PD), Lieutenant Brent Smith, Ceres PD, Community Service Officer Michele Houston, Ceres PD, Executive Director Carol Leverone, California Peace Officers Association:

OLD BUSINESS:

- The minutes of the previous subcommittee meeting (March 21, 2007) were discussed however, Sergeant Rivers and Director Leverone were not in attendance for that meeting and were unaware of any action taken on previously discussed action items. Consultation with the sitting chairperson will be done at a later date.

Sergeant Rivers opened the meeting to ideas from the subcommittee. This was the first meeting for Director Leverone and she asked about the makeup of SVTAC and issues facing the committee.

NEW BUSINESS:

- Sergeant Rivers opened the agenda by asking for ideas of how to educate the public and emphasize the severity of vehicle theft across the state. This issue was the sole focus of the subcommittee meeting and several ideas were proposed by the sitting members.
- **Action Item #1:** Recommend that SVTAC create handouts, in cooperation with NICB and committee members, which can be utilized on a statewide basis for public awareness. These handouts could then be utilized as a template for local jurisdictions to address their respective needs, trends, and issues.
- **Action Item #2:** Develop a media campaign that could air at movie theaters. It is believed that this format would be productive due to the captive audience and has the ability to address a large cross-section of society.
- **Action Item #3:** Utilize Caltrans signage and traffic information radio frequencies to promote public education concerning vehicle theft. Advertising the 1-800-TELL CHP on a regular basis via these mediums.
- **Action Item #4:** Make contact with the Ad Council to determine what services and/or monies are available from them for media campaigns.
- **Action Item #5:** Emphasize to the public and prosecutors, through media and public relations campaigns, that stolen vehicles are utilized to commit other crimes.
- **Action Item #6:** Once the SVTAC website is developed it is recommended that an educational video be developed and be posted on the site.